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Date: September 15, 2004File Number: 02CA-108259Total number of pages:  
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FM 3:40

From: Brian D. MartinDirect Dial: 213-617-5415Re: Transmittal of Power of Attorney and Statement Under 37 CFR 3.73(b)**MESSAGE:** Please see attached.**Certificate of Transmission under 37 CFR 1.8**I hereby certify that this correspondence is being facsimile transmitted  
to the United States Patent and Trademark Office on September 15, 2004  
Brian D. Martin, Esquire**Power of Attorney****Statement Under 37 CFR 3.73(b)**Applicants: Russell Alan Foltz-Smith et al.Title: SYSTEM FOR ORGANIZING ADVERTISEMENTS ON  
A WEB PAGE AND RELATED METHODSerial No: 10/797,464Filed: March 10, 2004Examiner: Not yet assignedGroup Art Unit: 2127Our Docket No.: 02CA-108259Date Faxed: 09/15/04Client: Citysearch.comAtty/Sec.: Martin/Kemp

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W02-1 A:1RDM1170752090.1

PAGE 1/9 \* RCVD AT 9/15/2004 6:39:40 PM [Eastern Daylight Time] \* SVR:USPTO-EFAX-1/2 \* DNIS:8729306 \* CSID:213 620 1398 \* DURATION (mm-ss):02-42

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**POWER OF ATTORNEY  
and  
CORRESPONDENCE ADDRESS  
INDICATION FORM**

Application Number	10/797,484
Filing Date	March 10, 2004
First Named Inventor	Russell Alan Foltz-Smith et al
Title	SYSTEM FOR ORGANIZING...
Art Unit	2127
Examiner Name	Not yet assigned
Attorney Docket Number	02CA-108259

I hereby appoint:



Practitioners associated with the Customer Number:

30764

OR



Practitioner(s) named below:

Name	Registration Number

as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith.

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I am the:



Applicant/Inventor.

Assignee of record of the entire interest. See 37 CFR 3.71.  
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/98)

SIGNATURE of Applicant or Assignee of Record (if assignee, put name, title and company name in the "Name" space below)

Name Hisao Kushi, Vice President and General Counsel

Signature

Date

9/14/04

Telephone

213-739-3511

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below.



Total of 1 forms are submitted.

This collection of information is required by 37 CFR 1.31 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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**STATEMENT UNDER 37 CFR 3.73(b)**Applicant/Patent Owner: Russell Alan Foltz-Smith et al.Application No./Patent No.: 10/797,464Filed/Issue Date: March 10, 2004Entitled: SYSTEM FOR ORGANIZING ADVERTISEMENTS ON A WEB PAGE AND RELATED METHODTicketmaster d/b/a Citysearch.com, a Delaware corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of less than the entire right, title and interest.  
The extent (by, percentage) of its ownership interest is \_\_\_\_\_ %  
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A. ☒ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

OR

B. ☐ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

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The document was recorded in the United States Patent and Trademark Office at  
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☐ Additional documents in the chain of title are listed on a supplemental sheet.

☒ Copies of assignments or other documents in the chain of title are attached.

(NOTE: A separate copy (i.e., the original assignment document or a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See

MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

9/14/04  
Date

213-739-3511  
Telephone number

Hisao Kushi

Typed or printed name

[Signature]  
Signature

Vice President and General Counsel

Title

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETE D FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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**ASSIGNMENT**

WHEREAS, Russell Alan Foltz-Smith, of Santa Monica, California, Steven Gertz, of Ontario, California, James Carpenter, of Arcadia, California, Ask Bjoern Hansen, of West Hollywood, California, James Alan Low, of Upland, California and Emad Fanous, of Burbank, California, Assignors, have invented a new and useful SYSTEM FOR ORGANIZING ADVERTISEMENTS ON A WEB PAGE AND RELATED METHOD, for which an application for United States Letters Patent was filed on March 10, 2004, under Serial No. 10/797,464; and

WHEREAS, Assignors believe themselves to be the original, first and joint inventors of the invention disclosed and claimed in the application for Letters Patent; and

WHEREAS, Ticketmaster d/b/a Citysearch.com, a Delaware corporation, having a place of business at 3731 Wilshire Avenue, Suite 300, Los Angeles, California 90010, Assignee, desires to acquire by formal, recordable assignment the entire right, title and interest in and to the invention, the application, and any Letters Patent that might be granted for the invention in the United States and throughout the world;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignors hereby sell, assign and transfer to Assignee, the entire right, title and interest in and to the invention, the application, and any Letters Patent that might be granted for the invention in the United States and throughout the world, including the right to file foreign applications directly in the name of Assignee and to claim for any such foreign applications any priority rights to which such applications are entitled under international conventions, treaties or otherwise.

Further, Assignors agree that, upon request and without further compensation, but at no expense to Assignor, they and their legal representatives and assigns will perform all lawful

acts, including the execution of papers and the giving of testimony, that might be necessary or desirable for obtaining, sustaining, reissuing or enforcing Letters Patent in the United States and throughout the world for the invention, and for perfecting, recording or maintaining the title of Assignee, its successors and assigns, to the invention, the application, and any Letters Patent granted for the invention in the United States and throughout the world.

Assignors represent and warrant that they have not granted and will not grant to others any rights inconsistent with the rights granted by this Assignment.

Assignors authorize and request the Commissioner of Patents and Trademarks of the United States and of all foreign countries to issue any Letters Patent granted for the invention, whether on the application or on any subsequently filed division, continuation, continuation-in-part or reissue application, to Assignee, its successors and assigns, as the assignee of the entire interest in the invention.

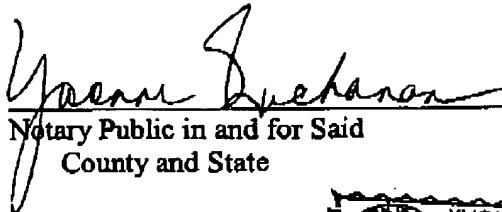
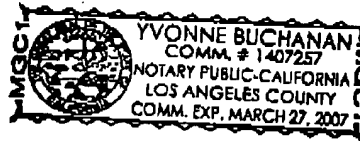
IN WITNESS WHEREOF, Assignors have executed this Assignment.

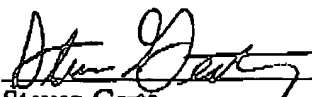
Assignors

Date: 4/2/2004  
\_\_\_\_\_  
Russell Alan Foltz-SmithState of (California)  
County of Los Angeles ) ss.

On this 2nd day of April, in the year of 2004, before me personally appeared Russell Alan Foltz-Smith, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to this instrument, and acknowledged to me that he executed it.

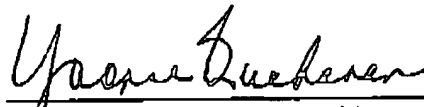
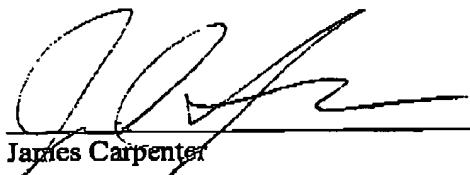
IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year of this certificate first above written.

  
\_\_\_\_\_  
Notary Public in and for Said  
County and State

Date: 4/2<sup>nd</sup>/04  
Steven GertzState of California  
County of Los Angeles ) ss.

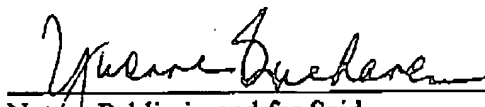
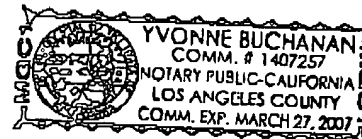
On this 2<sup>nd</sup> day of April, in the year of 2004, before me personally appeared Steven Gertz, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to this instrument, and acknowledged to me that he executed it.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year of this certificate first above written.

  
Notary Public in and for Said  
County and StateDate: 4/2/2004  
James CarpenterState of California  
County of Los Angeles ) ss.

On this 2<sup>nd</sup> day of April, in the year of 2004, before me personally appeared James Carpenter, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to this instrument, and acknowledged to me that he executed it.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year of this certificate first above written.

  
Notary Public in and for Said  
County and State

Date: 4/20/04Ask Bjoern Hansen  
Ask Bjoern HansenState of California  
County of Los Angeles ss.

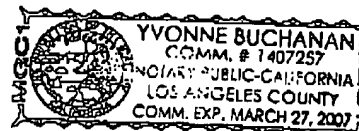
On this 2nd day of April, in the year of 2004, before me personally appeared Ask Bjoern Hansen, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to this instrument, and acknowledged to me that he executed it.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year of this certificate first above written.

Yvonne Buchanan  
Notary Public in and for Said  
County and StateDate: 04/23/2004James Alan Low  
James Alan LowState of California  
County of Los Angeles ss.

On this 2nd day of April, in the year of 2004, before me personally appeared James Alan Low, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to this instrument, and acknowledged to me that he executed it.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year of this certificate first above written.

Yvonne Buchanan  
Notary Public in and for Said  
County and State

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-5-

02CA-108259

Date: 4/2/2004Emad Fanous  
Emad FanousState of California  
County of Los Angeles ) ss.

On this 2<sup>nd</sup> day of April, in the year of 2004, before me personally appeared Emad Fanous, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to this instrument, and acknowledged to me that he executed it.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year of this certificate first above written.

Yvonne Buchanan  
Notary Public in and for Said  
County and State



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